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Analysis of the Service Quality of Electronic Identity Card (e-KTP) Administration at the Sub-District Office of Kundur District, Karimun Regency

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Abstract: *This study aims to analyse the quality of administrative services for Electronic Identity Card (KTP-el) issuance at the Sub-district Office of Kundur, Karimun Regency, and to identify the inhibiting factors in its implementation. The research employs a descriptive qualitative approach with data collection techniques including interviews, observation, and documentation. Data analysis is based on the five SERVQUAL dimensions proposed by Fandy Tjiptono, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The findings indicate that the overall service quality is fairly good, yet still not optimal. Major obstacles include limited infrastructure (such as the number of computers and lack of disability access), the absence of a digital queuing and document tracking system, lack of formal complaint mechanisms, and a high workload among staff. The study recommends the development of technology-based service systems, regular training and certification for service personnel, additional human resources, and the establishment of complaint mechanisms and periodic customer satisfaction surveys. These findings are expected to provide input for local governments in improving the quality of public services, particularly in border and island regions.*

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1. Introduction

Public service is a fundamental obligation of the state in ensuring the fulfilment of the basic rights of every citizen. The function of public services is not only limited to fulfilling administrative needs, but is also an indicator of the success of good governance, such as at the central and regional levels. A government that is able to provide quality public services will build public trust, strengthen state legitimacy, and create an accountable and responsive administrative system (Dwiyanto, 2015; Maulidiah, 2014). In the context of public services, population administration is one of the most important sectors. This administration includes the management of data and legal identity of citizens, such as Electronic Identity Cards (KTP-el). KTP-el is an official document that is vital in various aspects of public and private life, including access to health services, education, banking, and participation in elections. Therefore, effectiveness and efficiency in KTP-el services is an integral part of the quality of public services in Indonesia (Law No. 24 of 2013).

According to Hardiansyah (2011), public services are divided into two categories, namely basic services such as education and health, and public services such as population administration. The quality of population administration services is largely determined by service speed, clarity of procedures, affordability, and utilisation of information technology (Permendagri No. 4/2010; Perpres No. 95/2018). Globally, various studies highlight the importance of transforming public services through *e-government* systems. Misuraca & Viscusi (2015) emphasise that data transparency without institutional integration and public participation will not provide optimal results. Carter & Bélanger (2005) state that the success of digital services depends heavily on public trust, while Heeks (2006) asserts that many *e-government* programmes in developing countries fail because they do not fit the local bureaucratic context. This suggests that effective public services are not sufficiently supported by technology, but also require adequate institutional and socio-cultural readiness.

On the other hand, public services in border and island areas have unique challenges, such as geographical barriers, limited digital infrastructure, and lack of competent human resources (Bappenas, 2019; Putri & Nugroho, 2021). Regions such as Kundur often experience inequality in the distribution of public services compared to urban areas, requiring a more adaptive and locally context-based approach to service delivery. In this case, a public service approach based on local inclusiveness and digitalisation is very important to be applied in disadvantaged areas so that the gap does not widen (Saputra & Nurlaili, 2021). In line with this, Haris (2020) emphasises the importance of the active role of local governments in building adaptive service systems, especially in island regions that are vulnerable to being left behind from the flow of national development. Rahmawati & Darmawan (2022) also mentioned that the lack of basic service infrastructure in the islands has a direct impact on people's perceptions of the state's presence and sense of social justice.

In Karimun Regency, Riau Islands Province, the Kundur Sub-district Head Office is at the forefront of KTP-el administration services. However, based on initial observations, there are still various obstacles such as limited facilities, not optimal queuing and document tracking systems, and lack of access for vulnerable groups. The decline in the number of KTP-el applicants from 977 in 2022 to 912 in 2023, and only 559 by mid-2024, indicates a possible decline in public confidence in the quality of services provided. Although various studies have been conducted on civil registration services, most have focused on services in urban areas or at the district/city level of government. The lack of studies evaluating the quality of KTP-el services at the sub-district level, especially in 3T (frontier, outermost, underdeveloped) areas, such as Kundur Sub-district, suggests a research gap that needs to be filled. Therefore, this research is important to provide a more contextualised and specific picture of the challenges and quality of services in the islands and border areas.

The purpose of this study is to analyse the quality of administrative services for KTP-el management at the Kundur Sub-District Head Office and identify factors that hinder its implementation. The results of this study are expected to be the basis for consideration in formulating strategies for improving public services that are adaptive to the needs of local communities. Based on this description, the problem formulations in this study are: (1). How is the quality of administrative services for KTP-el management at the Kundur Sub-District Head Office, Karimun Regency?. (2). What are the inhibiting factors in the implementation of KTP-el services at the sub-district office?

2. Research Method

This research uses a descriptive qualitative approach which aims to describe factually and in depth a social phenomenon without manipulating variables. This approach was chosen because it is in accordance with the research objectives, namely to thoroughly understand the quality of administrative services for KTP-el management at the Kundur Sub-District Head Office. In qualitative research, data is collected in the form of words, documents, and observed behaviour, then analysed inductively to find certain patterns or meanings (Moleong, 2007; Sugiyono, 2016). This approach is widely used in public service studies because it is able to capture social and contextual dynamics in the field (Flick, 2014; Tracy, 2010).

The research was conducted in Kundur Sub-district, Karimun Regency, Riau Islands Province, which consists of six administrative areas, namely three villages (Tanjung Batu Kota, Tanjung Batu Barat, and Gading Sari) and three villages (Lubuk, Sungai Sebesi, and Sungai Ungar). The selection of this location was based on the fact that population administration services, especially the processing of KTP-el, still face various obstacles. The data sources in this study consisted of primary and secondary data. Primary data was obtained through direct observation, interviews with service officers and KTP-el applicants, and documentation of service activities. Researchers interviewed 15 informants, consisting of 10 staff or employees of the Kundur Sub-district Head Office and 5 people who had recorded KTP-el at the sub-district office. The employee informants came from various parts of the service unit at the sub-district office, but the interviews focused on those who were directly involved in the KTP-el service process, both in the *front office*, recording, and archiving.

Meanwhile, informants from the community were selected based on the criteria that they had taken care of the KTP-el at the sub-district office, both those who had just done the recording and those who had done it in the past few years. Informants were selected using a *purposive sampling* technique to ensure that the data collected was relevant and in-depth. Secondary data were obtained from official documents, agency reports, service archives, and supporting literature. Data collection techniques included observation, semi-structured interviews, and documentation. Observation was conducted in a non-participatory manner, where researchers were not directly involved in the service process, but only observed the service objectively. Semi-structured interviews were used to explore information in depth, while maintaining the flow and focus of the discussion in accordance with the research objectives. Documentation was used to strengthen the findings by reviewing relevant documents, such as service reports and complaint archives.

Data analysis was conducted using the interactive model of Miles, Huberman, & Saldana (2014), which consists of four stages: (1) data collection, (2) data reduction, (3) data presentation in narrative or tabular form, and (4) conclusion drawing and verification. The analysis was conducted continuously until the data was considered sufficient to answer the formulation of the research problem. To maintain the validity and validity of the data, this research applied source and method triangulation techniques. Source triangulation was carried out by comparing information from various informants (staff and community), while method triangulation was carried out by matching the results of observations, interviews and documentation so that the data obtained is truly precise and objective.

As a framework for analysing service quality, this research uses the SERVQUAL approach developed by Tjiptono (2019) in Hardiansyah (2011), which includes five main dimensions, namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. Each dimension was analysed based on

the findings in the field to assess the extent to which the KTP-el administration service at the Kundur Sub-District Head Office has met community expectations.

3. Results and Discussion

This study analyses the quality of KTP-el administration services at the Kundur Sub-District Head Office based on five SERVQUAL dimensions, namely *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy*.

Tangibles (Direct Evidence)

Tangibles include service facilities and infrastructure that can be felt directly. The observation results show that the service room is quite clean and tidy, and the officers maintain the comfort of the work environment. However, supporting facilities are still very limited. There are only two computer units that are used alternately by officers. There is no electronic queuing system, and the service information board is not optimally provided. Access points for people with disabilities are not yet available. The entire queuing process is still done manually. This condition shows that despite efforts to maintain cleanliness and order, aspects of comfort, technology, and physical accessibility still need to be improved. This finding is in line with the opinion of Carter & Bélanger (2005), which states that visual and physical comfort has a major influence on perceptions of public service quality.

Reliability

Reliability relates to the officer's ability to provide accurate, timely, and consistent services. At the Kundur Sub-District Office, the KTP-el recording process is carried out at the sub-district level, but printing is still carried out by the District Disdukcapil. This caused delays and uncertainty due to the absence of a digital document tracking system. After recording, the community is only given a receipt as proof of processing and directed to wait for notification with no certainty of time. Complete reliance on Disdukcapil and the lack of an internal information system are major obstacles in creating reliable and professional services. This is in line with Heeks (2006) who states that the failure of digital services in developing countries is often caused by a mismatch between system design and local bureaucratic conditions.

Responsiveness

Responsiveness refers to the speed and alertness of officers in responding to the needs, questions, or complaints of the community. Officers at the Kundur Sub-District Office are generally friendly and helpful, especially to people who experience technical difficulties in the service process. However, there is no regular training aimed at improving officers' service skills. In addition, an official complaint channel is not yet available. When people make complaints or enquire about the status of documents, officers have to manually search for information or contact external parties. This indicates a weak coordination system and limited access to information between agencies. This finding is consistent with Misuraca & Viscusi (2015) opinion that good responsiveness requires an integrated work system and information disclosure.

Assurance

Assurance includes the officer's ability to provide a sense of security and confidence to the public through professionalism and competence. The interview results show that most officers are polite and explain procedures quite well. However, not all officers have formal training in public services. A reporting or complaints system that can be accessed by the public is also not yet officially available. The division of tasks has been carried out based on their respective competencies, but the lack of reporting media and the lack of briefing of officers are challenges in providing maximum service guarantees. As confirmed by Osborne, Radnor, & Nasi (2013), public trust in services does not only come from the attitude of officers, but also from systems that support transparency and accountability.

Empathy

Empathy shows the ability of officers to understand the needs of the community personally and provide special attention, especially for vulnerable groups such as the elderly and people with disabilities. In the field, officers demonstrated empathetic attitudes such as assisting senior citizens, explaining procedures repeatedly, and using written or visual examples to make them easier to understand. However, the limited number of officers and the high workload are obstacles in maintaining the quality of empathy consistently. This indicates that although the goodwill and concern of the officers are there, there needs to be support in terms of policies and human resources for empathy to be implemented in a sustainable manner.

Table 1. Summary of Findings Based on SERVQUAL

SERVQUAL Dimension	Main Findings	Deficiencies/Challenges	Supporting Remarks
<i>Tangibles</i>	The service room is clean and tidy.	Lack of facilities (limited computers, manual queue, no disability access).	Visual comfort affects the perception of service quality (Carter & Bélanger, 2005).
<i>Reliability</i>	The recording process went well.	No document tracking system, reliance on Disdukcapil.	System incompatibilities and bureaucracy are barriers (Heeks, 2006).
<i>Responsiveness</i>	Officers are friendly and helpful.	No regular training and formal complaints mechanism.	Responsiveness needs an integrated work system (Misuraca & Viscusi, 2015).
<i>Assurance</i>	Officers are polite and communicative enough.	Lack of formal training; no grievance media.	Assurance needs a transparent support system (Osborne et al., 2013).
<i>Empathy</i>	Officers assist residents and re-explain procedures.	Limited human resources, high workload.	Empathic service must be supported by adequate policies and human resources.

The table above summarises the results of the analysis of KTP-el service quality based on the five dimensions of SERVQUAL. In the *Tangibles* dimension, the service room is considered clean and comfortable, but the lack of facilities such as limited computers, manual queuing system, and unavailability of access for disabilities are still an obstacle (Carter & Bélanger, 2005). In the *Reliability* dimension, the recording process went well, but the absence of a document tracking system and dependence on Disdukcapil showed that service reliability was not optimal (Heeks, 2006).

Responsiveness can be seen in the friendly demeanour of officers, but the lack of regular training and the absence of a complaints channel indicate weaknesses in responding to people's needs (Misuraca & Viscusi, 2015). In the *Assurance* dimension, officer professionalism is quite good, but the lack of formal training and the absence of an official complaint system are obstacles in building service trust (Osborne et al., 2013). Meanwhile, *Empathy* is reflected in officers' concern for vulnerable groups, although the limited number of officers and high workload make it difficult to maintain empathy consistently.

4. Conclusion

This study shows that the quality of administrative services for KTP-el management at the Kundur Sub-District Head Office is quite good but not optimal. Findings from the five dimensions of SERVQUAL reveal that the service still faces various obstacles, such as limited infrastructure, lack of officer training, unavailability of a transparent information system, and the absence of a formal complaint mechanism. These constraining factors have an impact on the effectiveness and satisfaction of the community in receiving services. Therefore, more targeted regional policies are needed to strengthen institutional capacity, build information technology-based service systems, and provide regular training and complaint channels that can be widely accessed by the public. These implications

are important to ensure that public services in border and island areas such as Kundur are more responsive, accountable and inclusive.

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